

# Where there is chaos there is opportunity

I was just watching television and I saw a response to the credit crisis. It is something called Purchasing Power. Apparently, it is a payroll deduction system for paying for stuff you can't afford. So instead of paying a credit card issuer, you have your pay docked each pay period until you pay off your debt. This approach is as old as the hills, but it hasn't been in the public eye before or in this format. This is the perfect time for this company to advertise its services. Americans will continue to want things they cannot afford, so there is an opportunity to step in where credit cards are stepping out.

The commercial for this company was somewhat low-tech. And I don't want to give the company additional publicity by linking to their website, but it struck me that when marketing yourself, you need to find the opportunities, even in spite or maybe due to an economic downturn.